Yunfei (Jesse) Yao

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CURRENT POSITION

Chinese University of Hong Kong, Assistant Professor of Business Administration

EDUCATION

University of California, Berkeley, Ph.D. Business Administration, 2023
Stanford University, Exchange student in Economics, 2019
University of Michigan, B.S. Mathematics, B.S. Statistics, 2017
Peking University, Major in Mathematics, 2012 - 2015

PUBLICATION

◦ **A Dynamic Model of Optimal Retargeting** (with *J. Miguel Villas-Boas*)   *Marketing Science*, 2021

WORKING PAPER(S)

◦ **Dynamic Persuasion and Strategic Search**

◦ **Failure of Reputation for Privacy**

◦ **Multi-attribute Search and Informative Advertising**

◦ **Choice Deferral and Search Fatigue** (with *Z. Eddie Ning* and *J. Miguel Villas-Boas*)

TEACHING

◦ Instructor, Digital Marketing (MS), 2023
◦ Graduate Student Instructor, Game Theory (MBA), 2023
◦ Graduate Student Instructor, Marketing Strategy (MBA), 2022
◦ Graduate Student Instructor, Microeconomic Theory (PhD), 2020
◦ Graduate Student Instructor, Marketing (undergraduate), 2019

INDUSTRY EXPERIENCE

SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

HONORS AND AWARDS

◦ Center for Equity, Gender, and Leadership Research Grants, 2023
◦ Institute for Business Innovation Research Grant, 2023
◦ Journal of Industrial Economics Fellow, 2022
◦ ISMS Doctoral Consortium Fellow, 2020, 2021
◦ AMA-Sheth Foundation Doctoral Consortium Fellow, 2020
◦ Sasakawa Young Leadership Fellowship, 2018
◦ Dean of the graduate division award, 2017

TALKS

ISMS Marketing Science Conference	2023
Bay Area Marketing Symposium	
Berkeley Economics Theory Lunch	
17th Annual Bass FORMS Conference (Discussant)	

Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference   2022
(one of four *JIE fellows*)
Peking University
Nova School of Business and Economics
University of Melbourne
University of Texas at Dallas
University of Rochester
Hong Kong University of Science and Technology
Chinese University of Hong Kong
University of Illinois Urbana-Champaign
University of California, Berkeley
Berkeley Economics Theory Lunch *2